

Farm & Market Report

Massachusetts Department of Food and Agriculture

Vol. 77, No. 5

May 2000

Cost-Share Program Offers Entre into Global Marketplace

U.S. food, beverage and processed agricultural companies can expand their international marketing and increase export sales through Food Export USA - Northeast's Branded Program.

The Branded Program is a cost-share program that supports the promotion of brand name food and agricultural products in foreign markets. Many international marketing activities are eligible for 50 percent cost reimbursement through the program.

Only small companies and agricultural producer cooperatives are eligible to participate. Participants must be incorporated in the U.S., have products that are at least 50 percent U.S. agricultural content (exclusive of added water and packaging), and have rights to the products' brand name. Companies' domestic export agents are also eligible for the program, as long as they meet the above requirements.

The initial application deadline is June 1; after this date applications will be accepted on a rolling basis as long as funding is available. Companies can initiate the application process by completing the Branded Program Pre-Qualification Worksheet (available at www.foodexportusa.org) to ensure eligibility for program. After confirming that a company is eligible, Food Export USA will send information required to complete the on-line application.

For details, call Bonita Oehlke, MDFA, 617-626-1753, fax 626-1850 or Bonita.Oehlke@state.ma.us.

Food Export USA - Northeast is a private, non-profit association of state agricultural promotion agencies that offer services to help U.S. food and agricultural companies promote their products in foreign markets. Food Export USA administers this program through funding from the USDA's Foreign Agricultural Service (FAS). ■

Local Flower Growers See Strong Sales of Perennials

Massachusetts flower growers anticipate very strong sales of perennials this season. According to Bob Luczai, spokesman for the Massachusetts Flower Growers' Association, "Perennial sales have more than doubled in the past five to seven years."

Luczai notes that this trend is associated with an overall increase in gardening. "Shows like 'Martha Stewart Living' and 'The Victory Garden' have helped spur a tremendous increase in interest in gardening. It's now the number one past time in the United States," he says.

Perennials tend to be lower maintenance and more drought resistant than other types of plants. They also offer consumers a great diversity in bloom time, blossom shape and form, and color of foliage and flowers. Many perennials are "ever-blooming" and will actually bloom all summer long.

With more than 1,000 commercial flower operations in the state, Massachusetts currently ranks in the top 15 states for wholesale production of ornamental plants. The Bay State's "green industry" generates more than \$70 million in annual sales making it the largest agricultural sector in the Commonwealth. Perennials represent a growing category for local greenhouses and nurseries. ■



Farmers Care About Water Quality

Farmers across the Commonwealth have enthusiastically embraced the Department's Agricultural Environmental Enhancement Program (AEEP). This program makes funds available to farmers to install best management practices that address water quality issues on their farms.

In 1999, \$200,000 was allocated to 30 farmers reaching all counties in the state. In 2000, funding was increased to \$350,075 through a partnership between MDFA, the EOE, Watershed Initiative and the Metropolitan District Commission. As a result, 45 additional farmers will receive reimbursement funds for installing land and water resource protection practices. The Rivers Protection Act provided \$1 million for the Department to use over five years.

Examples of the practices farmers are installing include: replacing old flumes in cranberry bogs, lining the bottom of tail water recovery ponds, constructing manure storage facilities, and erecting roofs over manure storage pits.

Others have built pesticide storage sheds and mixing pads, built composting pads, installed water re-circulating systems in greenhouses, put in fencing and buffers on livestock farms, installed concrete heavy use pads, and equipped barns with roof gutters.

Although the farmers who participated in the AEEP received some financial assistance, all farmers still made a sizeable investment to complete the project. Other financial cost-sharing was available to some farmers through the USDA's Environmental Quality Incentives Program.

For more information about the AEEP, contact Susan Phinney at 617-626-1772. ■



This publication is available in alternate formats upon request and on the World Wide Web at www.massgrown.org.



Commissioner's Column

Farm Viability Program Semi-finalist for National Award

By Jonathan L. Healy

I am very pleased to announce that our Department's first-in-the-nation Farm Viability Enhancement Program (FVEP) has been named as a semi-finalist in the Innovations in American Government Awards competition.

Innovations in American Government is recognized as one of the most prestigious public-service awards program in the nation. It is sponsored by the Ford Foundation and administered by Harvard University's John F. Kennedy School of Government in partnership with the Council for Excellence in Government.

Our Farm Viability Program has been recognized as an original and effective program which helps preserve farmland through the encouragement of profitable farming, a less costly and more effective approach than simply buying land through fee acquisitions.

This program has been selected from a pool of more than 1,300 applicants, which has now been winnowed down to only 100 nation-wide semifinalists. While there are five semi-finalists from Massachusetts, the FVEP is the only one from state government.

I'm not only pleased that this is a very big feather in our extremely small agency's hat but, more importantly, the award represents national recognition that our innovative approach to farmland preservation is worthy of replication in wider, national circles. If we are fortunate enough to proceed to the final round, the ten finalists will receive innovation awards of \$100,000.

Our department has also received requests from two other innovation award consortiums to apply for similar recognition. The FVEP is now being replicated in quite a few other states. Most recently New Jersey is instituting a program with \$3 million appropriated from their large farmland and open space preservation bond package recently supported by a wide margin of New Jersey voters.

If you would like more information about our FVEP or the award program, contact Kent Lage at 413-529-0873 or visit the Innovations home page at www.innovations.harvard.edu.



Farm City Connections

Agriculture in the Classroom Workshops Announced

On May 28th, a distance education program titled "Using Insects in the Classroom" will be held at UMass Lowell, UMass Amherst and Bridgewater State University. The interactive videoconferencing workshop will offer resources and hands-on activities with live insects. Educators at all three locations will interact via telecommunication hook-up with each other and the instructor, Dr. John Stoffolano, UMass Entomology Professor.

Six teacher workshops will be held this summer highlighting various local agriculture topics. The 9:00 am to 3:00 pm day offers hands-on activities, resources, exploration of each farm, professional development points for teachers, and lunch. The schedule follows:

- ◆ June 27, Endicott Park, Danvers; ornamental horticulture, herbs and gardening; explore 165-acre park designed by Frederick Law Olmsted with forests and park areas, formal gardens and farm animals.
- ◆ July 11, UMass Cranberry Experiment Station, East Wareham; learn about bees, beekeeping and explore the cranberry bogs.
- ◆ July 19, Atkins Farm, Amherst; study insects in the classroom, integrated pest management and tour the peach, apple and pear orchards of this 113 year old farm.
- ◆ July 26, Nourse Farm and Harvey's Farm, Westborough; learn about agriculture as open space and how farms adapt to suburbanization on these vegetable and small fruit farms that have survived a total of 15 generations; also tour recycling operation.
- ◆ August 10, Wilson Farm, Lexington; tour state-of-the art greenhouses, farmstand and fields; study vegetable farming, marketing and soils activities.
- ◆ August 15, OutPost Farm, Holliston; learn about composting activities for class, see composting operation, turkeys, pigs, small fruits and vegetables growing.

For more info on workshops, call Debi Hogan, 508-336-4426 or e-mail dchogan@sprynet.com

School Gardens Project Update

UMass Extension Educator Will Snyder is completing analysis of the surveys returned by 316 schools across the state. He notes that there is a great deal of pride in the creativity and hard work that educators have put into their school garden projects. Some teachers have a strong interest but lack the knowledge, resources and/or confidence to get started.

If you are interested in helping schools in your area with gardening advice, supplies and/or funding, your assistance will be invaluable as this project gets underway. Please phone Janet Christensen, 617-626-1735 or e-mail jchristensen@state.ma.us. ■

Calendar Photo Contest Returns

The deadline for the Second Annual "Seasons of Massachusetts Agriculture" 2001 Calendar Photo Contest is only a few months away. Amateur photographers residing in Massachusetts are invited to submit their photos depicting Bay State agriculture.

Our goal is to select 13 photos: one for the cover and one for each month, depicting the diversity of agriculture and horticulture in the state throughout the seasons.

Winners will be given credit in the calendar and will be invited to attend a ceremony at The Eastern States Exposition (The Big E) in West Springfield this September. Winners will have their choice of a "Massachusetts grown... and fresher" logo merchandise item.

The contest deadline is July 1. Contact Rick LeBlanc 617-626-1759, richard.leblanc@state.ma.us, for complete contest rules. ■

Help DFA Monitor Crop Progress

MDFA invites local growers to keep us up-to-date on crop conditions this growing season. We receive numerous inquiries from the news media and others about how crops are faring. Anecdotes from you would nicely complement the New England Ag. Statistics Service's weekly *Crop Weather Report* in helping us convey accurate information. If you'd like to help, please send a brief e-mail whenever you have news to: Diane.Baedeker@state.ma.us. Or call Diane Baedeker Petit at 617-626-1752. Thanks in advance for your help!

Farm & Market Report Monthly

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Secretary of Environmental Affairs

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Mass. agriculture info: www.massgrown.org

Farmers' Markets Seeking Vendors

For more information on any of the markets listed, please call the contact listed below. To be certified to accept farmers' market coupons David Webber at 617-626-1754.

- ◆ **Amesbury**, Sundays, 10:00 am - 1:00 pm, Opens June 18. Seeking fish, wool products, honey, maple syrup, free range chicken, homemade butter, value added items. Beecher Grogan, 978-388-8661.
- ◆ **Boston City Hall Plaza**, Monday and Wednesdays, 11:00 am - 6:00 pm. Seeking fish. Jeff Cole or Amy Todd, 781-893-8222.
- ◆ **Cambridgeport**, Saturdays, 10:30 am - 3:30 pm. Opens mid-June. Seeking organic grower, cheese/specialty products, and baker. Soojung Kang, 617-354-2103.
- ◆ **Cambridge/Central Square**, Mondays, Noon - 6:00 pm. Opens June 5. Seeking organic produce, baked goods, fish, dairy products, flowers. Jeff Cole or Amy Todd, 781-893-8222.
- ◆ **Codman Square/Boston**, Shawmut MBTA Station, (Red line), Clementine Street, Candice Gartley, 617-822-8194.
- ◆ **Dedham**, Wednesdays, 1:30 pm - 6:30 pm, Opens May 10. Seeking fruit, vegetables, baked goods, dairy products, fish, flowers. Jeff Cole or Amy Todd at 781-893-8222.
- ◆ **Dudley Town Common/Boston**, Tuesday and Thursdays, 4:00 pm - 7:00 pm, Opens June 1. Seeking value-added products, breads, eggs, fish, meat, fruit and specialty vegetables. Sara Cobylyn, 781-259-8621.
- ◆ **Fitchburg**, Tuesday and Friday, 8:45am - Noon, Opens July 6th. Seeking fruit and vegetable growers. Rachel Gonzalez, 978-544-6063.
- ◆ **Framingham/Route 9**, Thursdays, 11:30 pm - 5:30 pm, Opens May 27. Seeking vegetables, dairy products, meat, fish, flowers. Jeff Cole or Amy Todd, 781-893-8222.
- ◆ **Great Barrington**, Saturdays, 9:00 am - 1:00 pm, Opens May 13. Seeking fish, meats, Jeff Cole or Amy Todd, 781-893-8222.
- ◆ **Haverhill**, Saturdays, 8:30 am - 1:00 pm, Seeking honey, fruit, and crafts. Linda Parsons, 978-374-1709.
- ◆ **Hingham**, Wednesdays and Saturdays, 10:00 am - 2:00 pm. Opens May 20. Seeking vegetable and fruit growers. Especially in need of corn and apples. Elyse White, 781-383-1829.
- ◆ **Hyde Park/Boston**, Tuesdays, 1:00 pm - 6:00 pm, Hyde Park Main Streets, 617-361-6964.
- ◆ **Lynn**, Thursday, 11:00 am - 3:00 pm, Opens July 6, Ann Marie Leonard, 781-586-6764.
- ◆ **New Bedford**, Saturdays, 9:00 am - 1:00 pm. Seeking fish, dairy products, meat. Jeff Cole or Amy Todd, 781-893-8222.
- ◆ **Norwood**, Tuesdays, 1:00 pm - 6:00 pm. Opens June 6. Seeking fruit, vegetables, baked goods, fish, dairy products, plants, flowers. Jeff Cole or Amy Todd, 781-893-8222.
- ◆ **Parker Hill/Fenway-Boston**, Thursday, Noon - 6:00 pm, Opens in July. Seeking, produce, flowers, baked goods. Milagros Arbaje, 617-445-6000.
- ◆ **Salem**, Day and time TBA, Jeff Cole or Amy Todd, 781-893-8222.
- ◆ **Somerville**, Wednesdays, Noon - 6:00 pm. Seeking fish. Opens May 17. Jeff Cole or Amy Todd, 781-893-8222.
- ◆ **South End/Boston**, Wednesdays, 3:00 pm - 7:00 pm, Opens July 12. Seeking fruit growers, vegetables, chinese greens, collard greens, kale, hot peppers. Lanae Handy 617-437-0999.
- ◆ **Springfield Cooperative**, Saturdays, 7:00 am - 11:00 am. Opens April 29. Seeking organic growers, growers with specialty crops (large Latino market), value added items such as cheese, honey. Al Fini, 413-786-1012.
- ◆ **Springfield Downtown**, Wednesdays, 10:00 am - 2:00 pm, Opens May 17, Seeking bakery items, dairy and fish. Jeff Cole or Amy Todd, 781-893-8222.
- ◆ **Warwick**, Seeking all types of growers. Day to be determined. Contact: Leanne Limoges, 978-544-8823.
- ◆ **Wellesley**, Thursdays, 2:00 pm - 6:00 pm, Opens May 18. Seeking fruit, vegetables, dairy products, farm-produced baked goods, fish, flowers. Jeff Cole or Amy Todd, 781-893-8222.

New Markets:

- ◆ **Acushnet**: Contact: Monica Welden, 508-998-0202
- ◆ **Douglas**, at Bosma Farm, Marlene Bosma, 508-278-6027
- ◆ **Hull**, Contact: Jay Szklut, 781-925-3595
- ◆ **Quincy at the Fore River Shipyard**, Valerie Wiggins, 617-479-7686
- ◆ **South Boston**: Contact: Barbara Dillon, 617-464-5858 or Patricia Wright at 617-269-5160
- ◆ **Watertown**: Sandra Howard, 617-926-3490
- ◆ **Winchendon**: Roy Gilbert, 978-297-3308■

Learn About Home and Garden Pests On-line

Homeowners and gardeners will want to bookmark this web page. The Department of Food and Agriculture has created an on-line Pest Fact Directory with everything you need to know about your least-favorite pest. Visit www.massdfa.org/pestfact.htm.

The directory offers instant access to information on carpenter ants, mosquitoes, rodents, termites, wasps, yellow jackets, cockroaches, ticks, and lawn pests.

The directory provides links to pest related fact sheets published by universities and government agencies. The fact sheets will help homeowners identify pests commonly found in Massachusetts and will explain how to control pests using preventive and non-chemical methods.

Pest fact sheets are also available by mail or fax. Call Trevor Battle at 617-626-1775.

CLASSIFIEDS

For sale: 2 honey bee electric swarm catchers, 2 stainless steel honey bottling tanks, 55 gal. drum heater. 978-774-3035.

Daylilies, named varieties. \$3 per fan, minimum 100. Bare rooted, field grown, my choice, good variety. Call Sally at Pleasant Garden Daylilies. 978-779-5035, baking@ziplink.net

Wanted: good fiberglass or plastic calf hutches. Call Mike, 413-283-3152, cowntailz1@aol.com.

For sale: wirebound bu bean crates & veggie greens crates, 1/2 bu wax boxes. 413-549-5684.

Farmall M tractor NF, good rubber, runs exclnt. \$2195. Farmi JL300 hogging winch 3PT, used daily \$1150. 603-924-4263, Peterborough, NH.

Turkey poults & fertile eggs: Royal Palms, Narragansetts, buff X Bourbon Reds; eggs \$2 ea., poults \$3 up, dep. on age. 978-386-6836.

Make your own organic fertilizer & keep the coyotes & fishers away. Buy our 2 male llamas. Hertel's Farm, Fitchburg. 978-342-6545.

LABELS. Lowest prices, custom printed. Any size, shape, & quantity. Your product will sell faster w/the perfect label on it. Call Michael Langley 508-634-2040 at Kokua Printing/Packaging.

Farmstand for lease in Hubbardston Mass. In business since 1983. Specializing in the highest quality organic local produce. 978-928-4732.

Apple Farm for sale: 27 hilltop acres, 3700 +/- trees, barns, store, cider mill, cold storage units, 10 room colonial, 2 tractors & much more. Fantastic southerly views. Asking \$395,000. Paul/Broker 603-798-3133.

Providing business & family financial planning for privately-held food & agricultural operations in New England. Woody Pratt, Sherwood Consultants, 617-232-8818, spratt@quik.com.

GINKGO TREES! Excel. high profit, crop for farm diversification. No natural insect or disease problems. High profit farm stand sales. Stephan, 508-896-5900, ginkgo@cape.com.

Quality horse hay, \$4/bale, Buck Hill Farm, toll free: 1-877-345-1004, sueroy@netway.com.

DEADLINE for the next issue of the **Farm & Market Report** will be May 30.

How to Place a Classified Ad

Classified ads are accepted free-of-charge on a first-come basis only. Listings are limited to 25 words. Be sure to include a phone number. No display ads will be accepted. Only one listing per farm or business per issue unless space permits. Ads may run in consecutive issues, space permitting, providing we are notified before the deadline for each issue.

Listings must be of interest to Massachusetts farmers. The Massachusetts Department of Food and Agriculture reserves the right to refuse any listing it deems inappropriate for publication.

Send typewritten or neatly printed ad copy to: Farm & Market Report, Massachusetts Department of Food and Agriculture, 100 Cambridge Street, Boston, MA 02202, fax: 617-626-1850, e-mail: dbaedeker@state.ma.us or call Diane Baedeker Petit at 617-626-1752.

Mass. Farmers Invited to NH Swine Day

The New Hampshire Pork Producers Council annual Swine Day will be held on Saturday, June 3, 10:00 am to 4:00 pm at the Deerfield, NH Fairgrounds. Admission free. Swine auction at 1:00 pm. Also a mini trade show, 4-H food concession, and informal discussion. Contact Steve Corsetti at 603-768-5545 or Nada Haddad, UNH Extension at 603-679-5616, info@nhpork.org

Vendors Wanted for 3rd Annual Boston Seaport Festival

Farmers and specialty food producers are invited to take part in the third annual "Celebrate Seaport" weekend on Boston's historic waterfront, June 17 and 18, 11:00 am to 6:00 pm. The Massachusetts Department of Food and Agriculture and Friends of the Boston Public Market are working with the Seaport Hotel to organize the sea-side farmers' market. Last year, attendance was estimated at 50,000 over the two days.

The weekend will also feature, antiques, artisans, crafts, canoeing, kayaking and hydrosailing on Boston Harbor, exotic animals, children's games and entertainment presented by the World Trade Center and Seaport Hotel.

Cost for the two days is \$50 and includes overhead tenting, and 6 foot skirted table and chairs. Electricity will be available for an extra fee. For more information, contact Janet Christensen at 617-626-1735 or David Webber at 617-626-1754. ■

CISA Publishes 4th Annual Farm Products Guide

Community Involved in Sustaining Agriculture (CISA) has published its fourth annual Farm Products Guide, a directory of Western Mass. farm products. The Guide lists locations, hours of operation, phone numbers, and products sold by over 90 local farms that sell directly to consumers. The guide also has a map to help consumers locate the farms throughout Franklin, Hampshire and Hampden counties.

The Guide was distributed through area newspapers during the last week of April. It will also be available at area tourist information centers and chambers of commerce.

Consumers can request a copy by sending a SASE to Farm Guide, CISA, 893 West Street, Amherst, MA 01002. For more information, call Mark Lattanzi at 413-559-5338. ■

Calendar

- ◆ May 24 **Succeed in Business Using Your Cash Flow** workshop, sponsored by the Hilltown Community Development Corp., 7:00 pm to 9:00 pm at the Davenport School Building, Chesterfield. Call Marge Pringle, 413-296-4536 x12.
- ◆ May 27 & 28 **27th Annual Sheep & Woolcraft Fair** at the Cummington Fairgrounds, Cummington, MA. Sponsored by the Mass. Federation of Sheep Associations, the Pioneer Valley Sheep Breeders Association, and MDFA. Call 413-625-2424 or 413-527-6385 for info. or visit <http://masheepwool.org>.
- ◆ June 17 & 18 **Celebrate Seaport!** 3rd annual festive marketplace at Boston's historic waterfront. (See item on this page.) Contact Janet Christensen, 617-626-1735, jchristensen@state.ma.us, or David Webber, 617-626-1754, dwebber@state.ma.us.
- ◆ June 24 & 25 **Heifer Project International Fair**, 11:00 - 6:00 pm, 216 Wachusett St. Rutland, MA. For more information, call Pat Stanley, 508-886-2221.
- ◆ August 25-26 **5th Annual Massachusetts Marketplace** at Elm Bank Reservation, Dover. Sponsored by MDFA and the Massachusetts Horticultural Society. Contact Bonita Oehlke, MDFA, 617-626-1753 for information on exhibiting.

Agri-tourism News

Governor's Conference on Travel & Tourism

The Massachusetts Governor's Conference on Travel and Tourism, hosted by Massachusetts Office of Travel & Tourism (MOTT), was held at the Sheraton Ferncroft in Danvers last month. The conference offers an opportunity to network with travel industry representatives and state officials.

Governor Paul Cellucci spoke at the Leadership and Hospitality Awards dinner about the economic impact of the Commonwealth's 28 million annual visitors. MOTT presented its "Strategic Plan for the Future" to conference participants for input and evaluation.

MOTT manages a comprehensive in-house research program that identifies target markets and consumer demographics, tracks consumer behavior, and reports on the economic impact of travel. For details, call MOTT at 617-973-8500.

Join Your Regional Tourist Council

Farms that are open to visitors and the tourism industry are encouraged to join their regional tourist council to get the most out of their advertising budget by sharing in the pool of resources tourism councils offer.

Tourist attraction signs, for example, are part of a collaborative effort by regional tourist councils and the MassHighway Department to promote and direct visitors to destinations within the Bay State. These signs can be erected on limited access highways and will not replace the smaller agricultural signs for which farms that are off state roadways can apply.



For a list of regional tourist councils or information on agri-tourism or the signage program, call Anneli Johnson, 617-626-1755, fax 626-1850, Anneli.Johnson@state.ma.us ■

5/00

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FARM & MARKET REPORT
Massachusetts Department of Food and Agriculture
100 Cambridge Street
Boston, MA 02202

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PERMIT NO. 53425